

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	The Integrated Business
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	7
<b>4</b>	<b>Module Code</b>	MAN7080

<b>5</b>	<b>Module Overview</b>
<p>The aim of this module is to provide you with the key knowledge and understanding of the integrated nature of business functions focusing specifically on marketing and operations. It will give you both a foundation in what business is and how it operates using these two key functional perspectives whilst also highlighting leadership and financial implications of managerial decision making in these areas to provide an integrated and holistic view of business in a variety of contexts.</p> <p>Specifically, the module will explore in detail the strategic and tactical scope of Marketing and Operations management and the relationships between them. You will discover that there is little point selling a product a business does not have the capability to produce, similarly there is little profit in making a product that customers do not need. The relationships between demand generation and management and the consequential operational implications for production and supply chain management are exposed to ensure you will fully understand the complexity of matching supply-side to demand-side requirements to achieve strategic fit. The digital business context will form an important theme to highlight its impact on delivering business at speed. You will develop skills in managerial decision making and professional presentation whilst also developing data analysis skills using spreadsheets. You will be expected to work in a team with your peers to improve and enhance your ability to communicate and collaborate effectively.</p> <p>This approach aligns with the programme philosophy that ensures that as a future manager you are able to make effective decisions that take account of the fast changing external and enterprise environments. The module will also provide you with the fundamental academic underpinning required to understand more complex topics such as international strategic management at Stage 2, whilst also providing a brief introduction to the pathway modules that cover finance, marketing, international business and entrepreneurship topics depending on your pathway choice.</p> <p>The assessment process incorporates a time based assessment incorporating an integrated presentation process within a team situation. Teams will be provided with a business context that has significant digital business challenges on which to base their assessment submissions.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>The module content will include:</p> <ul style="list-style-type: none"> <li>Identifying Value - Business models and structures, Industry and market structure; Internal and External analysis and strategic fit.</li> <li>The Small Business - Entrepreneurship, concepts, models and theories</li> <li>Marketing Planning – SOSTAC, 'Inside Out' and 'Outside In' approaches</li> <li>Creating Value - Business Innovation, product and service development processes</li> <li>Market and Sales Forecasting and Budget Management</li> </ul>	

- Operations and Process design; Inventory Management
- Resource Planning (ERP) and Control and Lean Synchronization
- Digital Business: The Role of IT in the Coordination of Processes; E-Business
- Delivering Value - The Supply and Distribution Network
- Positioning Value and Tactical marketing

7	<b>Module Learning Outcomes</b>	
	<b>On successful completion of the module, students will be able to:</b>	
	<b>1</b>	To review and analyse the situation of an integrated business using appropriate spreadsheet software to interrogate contextual data from a marketing and operations perspective, within a globalised business environment.
	<b>2</b>	To create a range of viable marketing and operations management options and propose and present comprehensive recommendations for a given digital business scenario, whilst ensuring the effective integration and optimisation of marketing and operations.
	<b>3</b>	To demonstrate excellence in leadership, communication and team collaboration and to reflect on their personal and professional skill development.

8	<b>Module Assessment</b>		
Learning Outcome			
	Coursework	Exam	In-Person
1-3			X

9	<b>Breakdown Learning and Teaching Activities</b>	
Learning Activities	Hours	
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	48	
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	24	
<b>Private Study (PS)</b> includes preparation for exams	128	
<b>Total Study Hours:</b>	200	